Claim Amendments

Claims 1-9 (canceled)

10. (currently amended) A method comprising:

reading a plurality of advertiser-usable variables within at least one script of a referring Web resource from a client node, the referring Web resource comprising a plurality of user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first Web resource and a second advertiser-usable variable specific to the second Web resource; ~~and~~

storing the first advertiser-usable variable and the second advertiser-usable variable in ~~providing~~ at least one cookie for the client node before any of the user-selectable hyperlinks has been user-selected from the referring Web resource using the client node~~, the at least one cookie to store the first advertiser-usable variable and the second advertiser-usable variable~~; and

after the first hyperlink has been user-selected from the referring Web resource using the client node, displaying by the client node a first advertisement with the first Web resource, wherein the first advertisement is targeted to the client node by an advertisement server node based on the

first advertiser-usable variable stored in the at least one cookie.

11. (currently amended) The method of claim 10 further comprising, after the first user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a first advertising request associated with the first Web resource;

retrieving the first advertiser-usable variable from the at least one cookie;

selecting ~~a~~ the first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and

providing the first advertisement to display with the first Web resource by the client node.

12. (currently amended) The method of claim 11 further comprising, after the second user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a second advertising request associated with the second Web resource;

retrieving the second advertiser-usable variable from the at least one cookie;

selecting a second advertisement from the plurality of advertisements based on the second advertiser-usable variable; ~~and~~

providing the second advertisement to display with the second Web resource by the client node; and

displaying by the client node the second advertisement with the second Web resource.

13. (original) The method of claim 11 further comprising updating a data structure associated with the first advertisement based on the first advertiser-usable variable.

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14. (previously amended) The method of claim 10 further comprising:

receiving an advertising request associated with the referring Web resource, wherein said reading is performed in response to said receiving the advertising request.

15. (withdrawn) The method of claim 10 wherein the first advertiser-usable variable indicates a similarity value between a search expression and the first Web resource, and wherein the second advertiser-usable variable indicates a similarity value between the search expression and the second Web resource.

16. (previously amended) The method of claim 10 wherein the first advertiser-usable variable and the second advertiser-usable variable are defined by a tree which relates a plurality of Web resources that include the first Web resource and the second Web resource.

17. (original) The method of claim 16 wherein the first advertiser-usable variable indicates a level number of the first Web resource within the tree, and wherein the second advertiser-usable variable indicates a level number of the second Web resource within the tree.

18. (original) The method of claim 16 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is an internal resource of the tree.

19. (original) The method of claim 16 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

20. (original) The method of claim 16 wherein the first advertiser-usable variable indicates that the first Web resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

21. (original) The method of claim 16 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first

advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the second Web resource in the tree.

22. (original) The method of claim 21 wherein the predetermined level number is one.

23. (currently amended) A method comprising:

reading a plurality of advertiser-usable variables within at least one script of a referring Web resource from a client node, the referring Web resource comprising a plurality of user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first Web resource and a second advertiser-usable variable specific to the second Web resource, wherein said reading is performed by an advertisement server node before any of the user-selectable hyperlinks has been user-selected from the referring Web resource using the client node; ~~and~~

storing the first advertiser-usable variable and the second advertiser-usable variable in a database of ~~at~~ the advertisement server node before any of the user-selectable

hyperlinks has been user-selected from the referring Web resource using the client node; and

after the first hyperlink has been user-selected from the referring Web resource using the client node, displaying by the client node a first advertisement with the first Web resource, wherein the first advertisement is targeted to the client node by the advertisement server node based on the first advertiser-usable variable stored in the database.

24. (currently amended) The method of claim 23 further comprising, after the first user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a first advertising request associated with the first Web resource;

retrieving the first advertiser-usable variable from the database of the advertisement server node;

selecting ~~a~~ the first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and

providing the first advertisement to display with the first Web resource by the client node.

25. (currently amended) The method of claim 24 further comprising, after the second user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a second advertising request associated with the second Web resource;

retrieving the second advertiser-usable variable from the database of the advertisement server node;

selecting a second advertisement from the plurality of advertisements based on the second advertiser-usable variable; ~~and~~

providing the second advertisement to display with the second Web resource by the client node; and

displaying by the client node the second advertisement with the second Web resource.

26. (original) The method of claim 24 further comprising updating a data structure associated with the first advertisement based on the first advertiser-usable variable.

27. (previously amended) The method of claim 23 further comprising:

receiving an advertising request associated with the referring Web resource, wherein said reading is performed in response to said receiving the advertising request.

28. (withdrawn) The method of claim 23 wherein the first advertiser-usable variable indicates a similarity value between a search expression and the first Web resource, and wherein the second advertiser-usable variable

indicates a similarity value between the search expression and the second Web resource.

29. (previously amended) The method of claim 23 wherein the first advertiser-usable variable and the second advertiser-usable variable are defined by a tree which relates a plurality of Web resources that include the first Web resource and the second Web resource.

30. (original) The method of claim 29 wherein the first advertiser-usable variable indicates a level number of the first Web resource within the tree, and wherein the second advertiser-usable variable indicates a level number of the second Web resource in the tree.

31. (original) The method of claim 29 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is an internal resource of the tree.

32. (original) The method of claim 29 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

33. (original) The method of claim 29 wherein the first advertiser-usable variable indicates that the first Web resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

34. (original) The method of claim 29 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the second Web resource in the tree.

35. (original) The method of claim 34 wherein the predetermined level number is one.

36. (currently amended) A method comprising:

targeting an advertisement to a particular numerical range of one or more ~~acceptable~~ positions in browsing sequences of Web resources;

receiving, from a client node, a user selection of a hyperlink to a Web resource having a browsing sequence position within the particular numerical range associated with the advertisement;

selecting the advertisement to display with the Web

resource based on said targeting and the browsing sequence position of the Web resource;

providing the advertisement to the client node; and

displaying, by the client node, the advertisement with the Web resource.

37. (previously added) The method of claim 36 further comprising charging a higher billing rate for the advertisement for a first browsing sequence position than for a second browsing sequence position, wherein the first browsing sequence position is defined by a first level number and the second browsing sequence position is defined by a second level number, and wherein the first level number is less than the second level number.

38. (canceled)

39. (currently amended) The method of claim 36 further comprising:

performing a search based on a search expression received from ~~a~~ the client node to identify a plurality of search-identified Web resources that is a subset of a larger set of Web resources;

providing, to the client node, a referring Web resource having user-selectable hyperlinks to the search-identified Web resources; ~~and~~

~~after a user selection of one of the user-selectable hyperlinks whose associated search-identified Web resource~~

~~has a browsing sequence position within the particular numerical range, selecting the advertisement for display with the associated search-identified Web resource at the client node based on said targeting~~

wherein the hyperlink is one of the user-selectable hyperlinks of the referring Web resource.

40. (currently amended) The method of claim 36 wherein the particular numerical range consists of one ~~acceptable~~ position defined by one ~~acceptable~~ level number.

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41. (currently amended) The method of claim 36 wherein the particular numerical range comprises a plurality of ~~acceptable~~ positions defined by a plurality of ~~acceptable~~ level numbers.

42. (new) The method of claim 10 wherein the at least one cookie is readable by the advertisement server node, but is unreadable by a content node which provides the first Web resource to the client node.

43. (new) The method of claim 10 wherein the at least one cookie is readable by the advertisement server node, but is unreadable by a content node which provides the referring Web resource to the client node.

44. (new) The method of claim 10 wherein the at least one cookie is readable by the advertisement server node, but

is unreadable by content nodes which provide the referring Web resource and the first Web resource to the client node.

45. (new) A method comprising:

receiving a search expression entered by a user at a client node;

performing a search based on the search expression to identify a plurality of search-identified Web resources that is a subset of a larger set of Web resources;

providing, to the client node, a search-results Web resource having hyperlinks to the search-identified Web resources and computer program code to generate a request message to an advertisement server node;

displaying, by the client node, the search-results Web resource having the hyperlinks;

generating, by the client node, the request message to the advertisement server node based on the computer program code;

generating, by the advertisement server node, one or more response messages in response to the request message, the one or more response messages to provide at least one cookie for the client node;

sending the one or more response messages from the advertisement server node to the client node;

based on the one or more response messages, storing a variable dependent on the search expression in the at least one cookie for the client node before any of the hyperlinks have been user-selected from the search-results Web resource

using the client node;

receiving a user selection of one of the hyperlinks at the client node;

retrieving, by the advertisement server node from the at least one cookie at the client node, the variable dependent on the search expression;

C1 selecting, by the advertisement server node from a plurality of advertisements, an advertisement to display with the search-identified Web resource associated with the user-selected one of the hyperlinks, wherein said selecting is based on the variable retrieved from the at least one cookie and thereby based on the search expression used to identify the search-identified Web resources;

providing the advertisement to the client node; and

displaying, by the client node, the advertisement with the search-identified Web resource associated with the user-selected one of the hyperlinks.